

Message

From: Dunn, Alexandra [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=426D0177EAAB4001A5C85F051565997E-DUNN, ALEXA]
Sent: 6/27/2018 8:32:14 PM
To: Gutro, Doug [Gutro.Doug@epa.gov]
CC: Szaro, Deb [Szaro.Deb@epa.gov]; Cassidy, Meghan [Cassidy.Meghan@epa.gov]; Lindsay, Jane [lindsay.jane@epa.gov]; Melanson, Kate [Melanson.Kate@epa.gov]; Bender, Emily [Bender.Emily@epa.gov]; Dumville, Kelsey [Dumville.Kelsey@epa.gov]
Subject: Re: Regional PFAS lessons learned

As we just had a call please send this down to headquarters sure that they can incorporate it into any further guidance for the future events

Please edit if needed before forwarding as it was written to me

Sent from my iPhone

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On Jun 27, 2018, at 2:28 PM, Gutro, Doug <Gutro.Doug@epa.gov> wrote:

Alex – Some talking points for you for the 4p.m. call

This includes feedback from Deb, Meghan, Jane, and my team.

Highlights of the event

- Peak attendance 250 (180 at the conclusion).
- Venue matters – ample auditorium space/ registration location perfect/ and cafeteria very helpful for social time and breaks.
- We had National (Buzzfeed, Bloomberg, AP, CBS News, Politico) & regional Press & Social Media
- Substantial Community and State Participation into the agenda was crucial to success
- 1st evening included presentations from six different community groups impacted by PFAS, as well as statements from nearly 50 individuals.
 - All six of our state environmental agencies attended/participated in the entire meeting. Most states were represented at the Commissioner or Deputy Commissioner level.
 - Day 2 included a moderated panel with all six of NE states and NY. In addition, panels of state environmental and health officials, and water purveyors provided lessons learned on two separate panels (Identifying PFAS in Your Community and Communicating Around PFAS).
 - Input from public, local government, states and others supported efforts related to MCLs, designation of PFOA/PFOS as hazardous substances and groundwater recommendations.
 - Additionally, significant input on the need to address: 1) more than PFOA/PFOS, other PFAS; 2) financial assistance for communities that have to provide treatment; 3) actions to address private wells.

Lessons Learned

- The earlier you can release the date, time, location and agenda the better

- Ensure Auditorium is available late. Be prepared to stay beyond advertised time. Book room at least one hour after advertised time. Be sure the screen is extra-large for power points)
- Must have extra space (we had a cafeteria where folks could socialize, eat, or work or we could do media interviews)
- outside presentations should be submitted early – Region worked with community advocates several times a week for 3 weeks.
- Community presentations on first day took the pressure off – they felt they owned the session
- Managing press pre event and during event worked well. Having John and Molly on-site was essential to getting instantaneous approval for press releases and social media posts (press release template was helpful)
- If getting state quotes for releases – flag for states in advance
- Regional access to registration lists (via sharepoint) would be have been beneficial)
- Review pre-registration lists in advance with region and HQ to understand whose coming and their interests and concerns
- Check facility for Wifi and cell phone coverage
- HQ note takers and time keepers very helpful
- Be sure to have one person assigned to be your IT liaison – that person collects all presentations, puts on laptop, has back up, works with facility in advance and during event on powerpoint, audio, video, etc.

Day of the Event

- Should bring multiple pre-registration lists (as it gets busy for 30 minute period leading up). Need 6 people at registration to manage pre-registered; walk ins; and those speaking
- Need an audible sound to accompany time limit during listening session.
- Be sure to have ample break time (30 minutes and 90 for lunch)
- Food trucks were a big help keeping people close
- Listening session – will be a very powerful and emotional night
- Suggest assigning people 3 minutes but (plan for 5). Recognize much of this is very emotional testimony
- Strong moderator is important
- Assigning speaking slots problematic. Don't do so based on time, but perhaps grouping or straight numbers based on when you arrive that day
- Note cards made available for comment were very useful and helped shape summary session at end of day two
- People asked for space to network with people from their own states

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